

ORDER



Orders
Order / Rev: 169825
Alt Order #:
Product Desc: 10/30-11/5 Order
Estimate:
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 11/05/12 / 11/05/12
Order Type: GENERAL

KOB

Primary AE: Olivia Lawrence
Sales Office: KOB
Sales Region: Local

Agency
Name: Michelsohn Creative
Buying Contact: Dave Michelsohn
Billing Contact:
 8016 Constitution PI NE
 Albuquerque, NM 87110

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Verde Voters PAC
Demographic: A25-54
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/12 | 11/06/12 | 39 | \$21,210.00 | \$18,028.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| November 2012 | 39 | \$21,210.00 | \$18,028.50 | 0.00 |
| Totals | 39 | \$21,210.00 | \$18,028.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Olivia Lawrence | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| KOB | 20% | \$21,210.00 |
| Market | 100% | \$106,050.00 |

Competitive Share

| | Share | Total |
|-------|-------|--------|
| CABLE | 0% | \$0.00 |
| KAPX | 0% | \$0.00 |
| KASA | 0% | \$0.00 |
| KASY | 0% | \$0.00 |
| KAZQ | 0% | \$0.00 |
| KBEI | 0% | \$0.00 |
| KBIM | 0% | \$0.00 |
| KCHF | 0% | \$0.00 |
| KENW | 0% | \$0.00 |
| KHFT | 0% | \$0.00 |
| KKTO | 0% | \$0.00 |
| KLUZ | 0% | \$0.00 |
| KNAT | 0% | \$0.00 |
| KNME | 0% | \$0.00 |
| KOAT | 0% | \$0.00 |
| KOBF | 0% | \$0.00 |
| KOBR | 0% | \$0.00 |
| KOCT | 0% | \$0.00 |
| KOFT | 0% | \$0.00 |
| KOVT | 0% | \$0.00 |

| | | |
|-------|-----|-------------|
| KREZ | 0% | \$0.00 |
| KRPV | 0% | \$0.00 |
| KRQE | 0% | \$0.00 |
| KUPT | 0% | \$0.00 |
| KWBQ | 0% | \$0.00 |
| UNKWN | 80% | \$84,840.00 |

Print Date: 11/05/12 17:11:42 Page 2 of 4

Order / Rev: 169825
Alt Order #:
Flight Dates: 10/30/12 - 11/06/12

Advertiser: Verde Voters PAC
Product Desc: 10/30-11/5 Order
Estimate: KOB

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|-------------|-------------------|-------------------|---------------------------------------------------------------------|-------|-----------------------|-----------------|---------------|-------|-------------|-----|---------------|-------------|-------|------------|
| 1 | All | 10/30/12 | 11/05/12 | News 4 Today II 6a-7a News 4 Today II 6a-7a | CM | M-F 6a-7a | ----- | :30 | 0 | \$600.00 | 2 | 0.00 | NM | 5 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TWTF-- | | 4 | | | | \$600.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$600.00 | | 0.00 | | | |
| 2 | All | 10/30/12 | 11/05/12 | M-F Today Show M-F Today Show | CM | M-F 7a-9a | ----- | :30 | 0 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TWTF-- | | 4 | | | | \$600.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | All | 10/29/12-11/04/12 | M-F Today Show | | M-F 7a-9a | -TwThF---- | :30 | | (\$600.00) | | 0.00 | NM | | |
| | | | | Credited | | | | | | | | | | | |
| | | | | [Can't dump priority due to 3 political event 2] | | | | | | | | | | | |
| | 2 | All | 10/29/12-11/04/12 | M-F Today Show | | M-F 7a-9a | -TwThF---- | :30 | | (\$600.00) | | 0.00 | NM | | |
| | | | | Credited | | | | | | | | | | | |
| | | | | [had to dump due to priority 3 on 10/31 for a priority 1 candidate] | | | | | | | | | | | |
| | 3 | All | 10/29/12-11/04/12 | M-F Today Show | | M-F 7a-9a | -TwThF---- | :30 | | (\$600.00) | | 0.00 | NM | | |
| | | | | Credited | | | | | | | | | | | |
| | | | | [Time Period not available] | | | | | | | | | | | |
| | 4 | All | 10/29/12-11/04/12 | M-F Today Show | | M-F 7a-9a | -TwThF---- | :30 | | (\$600.00) | | 0.00 | NM | | |
| | | | | Credited | | | | | | | | | | | |
| | | | | [Can't dump priority due to 3 political event 2] | | | | | | | | | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$600.00 | | 0.00 | | | |
| 3 | All | 10/30/12 | 11/05/12 | News 4 @ Midday M-F News 4 @ Midday M-F | CM | M-F 12noon-1p | ----- | :30 | 0 | \$175.00 | 3 | 0.00 | NM | 5 | \$875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TWTF-- | | 4 | | | | \$175.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$175.00 | | 0.00 | | | |
| 4 | All | 10/30/12 | 11/05/12 | Inside Edition 330p Inside Edition 330p | CM | M-F 330p-4p | ----- | :30 | 0 | \$200.00 | 3 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TWTF-- | | 1 | | | | \$200.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$200.00 | | 0.00 | | | |
| 5 | All | 10/30/12 | 11/05/12 | Judge Judy-P/ DR 4p/ 430M Judge Judy-P/ DR 4p/ 430p | CM | M-F 4p-5p | ----- | :30 | 0 | \$200.00 | 3 | 0.00 | NM | 4 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TWTF-- | | 4 | | | | \$200.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 2 | All | 10/29/12-11/04/12 | Judge Judy-P/ DR 4p/ 430p | | M-F 4p-5p | -TwThF---- | :30 | | (\$200.00) | | 0.00 | NM | | |
| | | | | Credited | | | | | | | | | | | |
| | | | | [Time Period not available] | | | | | | | | | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$200.00 | | 0.00 | | | |
| 6 | All | 10/30/12 | 11/05/12 | News 4 @ 6p M-F News 4 @ 6p M-F | CM | M-F 6p-632p | ----- | :30 | 0 | \$500.00 | 3 | 0.00 | NM | 4 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TWTF-- | | 4 | | | | \$500.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 2 | All | 10/29/12-11/04/12 | News 4 @ 6p M-F | | M-F 6p-632p | -TwThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| | | | | Credited | | | | | | | | | | | |
| | | | | [Time Period not available] | | | | | | | | | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$500.00 | | 0.00 | | | |
| 7 | All | 10/30/12 | 11/05/12 | News 4 @ 10p M-F News 4 @ 10p M-F | CM | M-F 10p-1035p | ----- | :30 | 0 | \$800.00 | 3 | 0.00 | NM | 5 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 169825
 Alt Order #:
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Verde Voters PAC
 Product Desc: 10/30-11/5 Order
 Estimate:
KOB

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|---------------------------------------------------------|-----------------|--------------------------------------------------------|-------|-----------------------|-----------------|---------------|-------|-------------|-----|---------------|-------------|-------|------------|
| 7 | All | 10/30/12 | 11/05/12 | News 4 @ 10p M-F News 4 @ 10p M-F | CM | M-F 10p-1035p | ----- | :30 | 0 | \$800.003 | | 0.00 | NM | 5 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TWTF-- | | 4 | | | | \$800.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$800.00 | | 0.00 | | | |
| 8 | All | 10/30/12 | 11/05/12 | The Tonight Show The Tonight Show | CM | M-Th 1035p-1135p | ----- | :30 | 0 | \$245.003 | | 0.00 | NM | 2 | \$490.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TWTF-- | | 2 | | | | \$245.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$245.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | All | 11/05/12-11/11/12 | | The Tonight Show | | M-Th 1035p-1135 | M----- | :30 | | (\$245.00) | | 0.00 | NM | | |
| | | Credited [Time Period not available] | | | | | | | | | | | | | |
| 9 | All | 10/30/12 | 11/04/12 | Tuesday Prime C Tuesday Prime C | CM | Tu 9p-10p | -T----- | :30 | 1 | \$900.003 | | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -T----- | | 1 | | | | \$900.00 | | 0.00 | | | |
| 10 | All | 10/30/12 | 11/04/12 | Thursday Prime A Thursday Prime A | CM | Th 7p-8p | ---T--- | :30 | 2 | \$700.004 | | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | 2 | | | | \$700.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | All | 10/29/12-11/04/12 | | Thursday Prime A | | Th 7p-8p | ---Th---- | :30 | | (\$700.00) | | 0.00 | NM | | |
| | | Credited [Program has changed to 2 hour "The Voice"] | | | | | | | | | | | | | |
| 2 | All | 10/29/12-11/04/12 | | Thursday Prime A | | Th 7p-8p | ---Th---- | :30 | | (\$700.00) | | 0.00 | NM | | |
| | | Credited [Program has changed to 2 hour "The Voice"] | | | | | | | | | | | | | |
| 11 | All | 10/30/12 | 11/04/12 | Saturday Night Live Saturday Night Live | CM | Sa 1030p-1205a | -----S- | :30 | 1 | \$400.003 | | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$400.00 | | 0.00 | | | |
| 12 | All | 10/30/12 | 11/04/12 | Inside Edition Sunday Inside Edition Sunday | CM | Su 1035p-1105p | -----S | :30 | 1 | \$100.004 | | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$100.00 | | 0.00 | | | |
| 13 | All | 11/05/12 | 11/05/12 | Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p | CM | M 7p-9p | M----- | :30 | 1 | \$2,000.001 | | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| 14 | All | 10/30/12 | 11/04/12 | Wednesday Prime B Wednesday Prime B | CM | W 8p-9p | --W---- | :30 | 1 | \$700.004 | | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --W---- | | 1 | | | | \$700.00 | | 0.00 | | | |
| 15 | All | 10/30/12 | 11/04/12 | News 4 Today II 6a-7a News 4 Today II 6a-7a | CM | M-F 6a-7a | ---T--- | :30 | 1 | \$600.002 | | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | 1 | | | | \$600.00 | | 0.00 | | | |
| 16 | All | 11/05/12 | 11/05/12 | M-F Today Show M-F Today Show | CM | M-F 7a-9a | M----- | :30 | 1 | \$600.002 | | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | 1 | | | | \$600.00 | | 0.00 | | | |
| N 17 | All | 10/30/12 | 11/04/12 | News 4 Special Sa 530p-6p News 4 Special Sa 530p-6p | CM | Sa 530p-6p | -----S- | :30 | 1 | \$200.006 | | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$200.00 | | 0.00 | | | |

| | |
|---------------|------------------|
| Advertiser: | Verde Voters PAC |
| Product Desc: | 10/30-11/5 Order |
| Estimate: | |

KOB

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-------------|----------------------------------------------------|-------------------|--------------------------------------------------------|-------|-----------------------|-----------------|-----|---------------|-----------------------|-----|---------------|-------------|-------|-------------|
| N 17 | All | 10/30/12 | 11/04/12 | News 4 Special Sa 530p-6p News 4 Special Sa 530p-6p | CM | Sa 530p-6p | -----S- | :30 | 1 | \$200.00 | 6 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | 1 | | | | \$200.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | All | 10/29/12-11/04/12 | News 4 Special Sa 530p-6p | | Sa 530p-6p | -----Sa-- | | :30 | (\$200.00) | | 0.00 | NM | | |
| | | Credited [did not run due to footbal - per ops] | | | | | | | | | | | | | |
| 18 | All | 11/05/12 | 11/06/12 | News 4 Today II 6a-7a News 4 Today II 6a-7a | CM | M-F 6a-7a | -T----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | -T----- | | 1 | | | | \$600.00 | | 0.00 | | | |
| 19 | All | 10/30/12 | 11/04/12 | Wednesday Prime C Wednesday Prime C | CM | W 9p-10p | --W---- | :30 | 1 | \$1,400.00 | 2 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | --W---- | | 1 | | | | \$1,400.00 | | 0.00 | | | |
| 20 | All | 10/30/12 | 11/04/12 | Football Night in America Football Night in America | CM | Su 5p-6p | -----S | :30 | 1 | \$1,545.00 | 2 | 0.00 | NM | 1 | \$1,545.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | 1 | | | | \$1,545.00 | | 0.00 | | | |
| N 21 | All | 11/06/12 | 11/06/12 | News 4 @ Midday M-F News 4 @ Midday M-F | CM | M-F 12noon-1p | -T----- | :30 | 1 | \$200.00 | 3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | -T----- | | 1 | | | | \$200.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 39 | \$21,210.00 |